



# Brand Guidelines

2013

# THE BRAND VOICE



The aim of our brand identity is to define a more powerful, compelling and different way of talking about BRAC. To focus on what the brand stands for and communicate what we do and say to our target audiences in a way that helps people recognise that

**BRAC is  
different and  
effective,  
relevant and  
appealing**

## Organisational Descriptor

### 50 Words

BRAC is a global leader in creating large-scale opportunities for the poor. Founded in Bangladesh in 1972, it is now the world's largest development organisation. Over 100,000 BRAC workers touch the lives of an estimated 135 million people in 11 countries, using a wide array of tools such as microfinance, education, healthcare, legal rights training and more.

### Single sentence

A global development organisation founded in Bangladesh in 1972.

## Our Vision

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realise their potential.

## Our Values

Innovation  
Integrity  
Inclusiveness  
Effectiveness

## Our Personality

Visionary  
Engaging  
Fair  
Resourceful  
Courageous

## Brand Essence

Our Brand Essence is the summation of what the brand does above and beyond the everyday activities of the organisation.

# Realising potential



## Symbol and Logotype

Our logotype must endorse all the communications we create. It is strong, direct and robust.



**On no account must the logotype ever be redrawn or modified, nor translated.**

### Exclusion zone

To make sure the logo has maximum standout, always refer to the exclusion zone illustrated here which prevents other graphic elements from interfering with the integrity of the logotype. The exclusion zone around the logotype is the height and width of the 'circle' taken from the symbol, as shown below.

Always reproduce the precise positioning of the logotype shown here.



## Recommended Sizes

Always reproduce the proportions of the logotype elements in the set relationship shown here.



**1** Logotype at a width of **75mm**, to be used on **A3 posters/ documents** etc.

**2** Logotype at a width of **65mm**, to be used on brochures set at **300mm x 240mm**.

**3** Logotype at a width of **60mm**, to be used on folder set at **305mm x 215mm**.

**4** Logotype at a width of **55mm**, to be used on **A4 documents** etc.

**5** Logotype at a width of **45mm**, to be used on **A5 documents** etc.

**6** Logotype at a width of **33mm**. This size is used on the **business card**.

**7** Logotype at a width of **18mm**. This is the **smallest print size that is allowed**.

### Other sizes

Logotype at a width of **154mm**, to be used on **A1 posters** etc.

Logotype at a width of **110mm**, to be used on **A2 posters** etc.

Logotype at a width of **42.5mm** to be used on **Double sided business cards**.

## Symbol and Logotype Usage

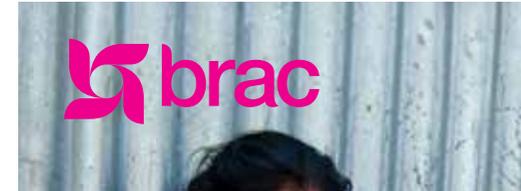
The BRAC logotype, when used in colour, should always be in Magenta. However, there needs to be some flexibility with the usage to suit various purposes and applications. We recommend to follow the following guidelines to ensure that the logotype still stands out without compromising the brand integrity.



- 1 The logotype should appear in magenta, wherever possible.



- 4 The logotype should reverse white out when used on a black background, if the budget does not allow the use of the corporate magenta as the background colour.



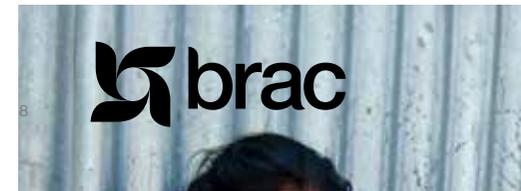
- 7 The logotype should appear in magenta when placed onto colour images when the background is of a complimentary lighter colour and does not overpower the logotype.



- 2 The logotype should always reverse white out of a coloured background. Never use a full colour logotype on a coloured background. The background should never be a tint percentage of the colour.



- 5 The logotype should always reverse white out of a colour image, that has a dark or 'busy' colourful background.



- 8 If the logotype is placed onto a pale colour image a black logotype may also be used.



- 3 When the logotype cannot be used in the corporate magenta, due to budget etc., the logotype should appear in black, when on white.



- 6 A reversed white out logo should always be used when on a black and white image that has a dark contrasted background. If the black and white image used has a lighter background to it, a black logo should be used.

## Incorrect Logo Usage

1. Do not separate the logo



2. Do not alter or ungroup the logo in any way



3. Do not scale or distort the logo



4. Do not use multiple logos or use the logo in a repeating pattern



5. Do not rotate or tilt the logo



6. Do not substitute any colors of the logo or have multiple colors within the logo



7. Do not use country name or programme name next to the BRAC logo



## Logo Placement

Off-Centred

Off-centred placement of the logo is always recommended



**Front Covers** (includes Annual reports, Country Brochures, Programme Brochures, Advertisements, One pagers, Cards, Envelopes etc.)



Centred

In few cases the logo may be placed in the centre



## Colours (Pantone, CMYK and RGB code)

### Primary Colour



Process system		RGB system	
Cyan	0	R	209
Magenta	100	G	0
Yellow	0	B	116
Black	0		

Our core colour is magenta and the chosen magenta is at 100%

### Secondary Colours



Process system		RGB system	
Cyan	0	R	236
Magenta	11	G	194
Yellow	97	B	0
Black	2		



Process system		RGB system	
Cyan	67	R	61
Magenta	2	G	183
Yellow	0	B	228
Black	0		



Process system		RGB system	
Cyan	0	R	255
Magenta	46	G	161
Yellow	100	B	0
Black	0		



Process system		RGB system	
Cyan	100	R	0
Magenta	0	G	113
Yellow	57	B	97
Black	42		



Process system		RGB system	
Cyan	20	R	201
Magenta	0	G	214
Yellow	91	B	0
Black	0		



Process system		RGB system	
Cyan	5	R	151
Magenta	100	G	0
Yellow	0	B	94
Black	40		



Process system		RGB system	
Cyan	67	R	128
Magenta	92	G	55
Yellow	0	B	155
Black	0		



Process system		RGB system	
Cyan	0	R	77
Magenta	2	G	79
Yellow	0	B	83
Black	68		

## Typefaces

### Primary Typeface

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,;:|@£\$%&\*?"')  
Helvetica Neue (OTF) 45 Light

### Headline

**Helvetica Neue 95 Black  
65 Medium/Bold**

### Subheads

**Helvetica Neue 55 Roman/ Bold**

### Introductions

Helvetica Neue 55 Roman  
Helvetica Neue 35 thin

### Bodycopy

Helvetica Neue 45 light  
Helvetica Neue 35 thin

### Footnotes

Helvetica Neue 45 light

### Default Typeface

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,;:|@£\$%&\*?"')  
Arial Regular

### Headline

**Arial Black**

### Subheads

**Arial Bold**

### Introductions

Arial Regular/ *Italic*

### Bodycopy

Arial Regular

### Footnotes

Arial Regular

### Web Typeface

**Arial** is the type for use on websites. It is very similar to Helvetica Neue, but more commonly used online.

For composing documents,  
the preferred English font is **ARIAL** size 11  
and for Bengali the preferred font is  
**SutonnyMJ** size 13

## Visual/ Photography guideline

Our images can represent us to the world at a glance. We want our visual identity to reflect our personality, our values and how we make an impact on the world. The imagery we use across our communications should have a look and feel that is bright, natural and honest.

Key images should fall into one of these categories:

1. **'Engaging'** (the reader)
2. **'Engaged'** (the subject in the image)



**Front Covers** (includes Annual reports, Country Brochures, Programme Brochures) must feature at least one central theme engaging the reader.



**General** featured images will focus on individuals, families, communities – primarily programme members. General images should show action – the subject is engaged.



**Circular Theme**  
Inspired by the circle in the new BRAC logo; representing unity, longevity, on-going evolution and virtuous cycles of forward/backward linkages.



All images should capture the BRAC brand essence – **'realising potential'**

### Over-using Images

We should be mindful of over-using images particularly where they form part of core communications e.g. using the same image for the Annual Report cover as the Education Brochure cover.

### Image Size

Website images are usually 705 pixels wide and 350 pixels high. For any printed materials, the larger the size of the digital image the better, these images should be 300dpi at least.

### Segmenting & Signature Images

We should categorise images by location/programme/work i.e. Uganda key images, Education key images, Agriculture and Food Security key images so that an image/communication becomes instantly recognisable and associated with BRAC.



Uganda



Education



Agriculture & Food Security

### Guidance

Contact the Communications team if you want to use an image but are unsure whether it is brand compliant or not. Email at [branding@brac.net](mailto:branding@brac.net) and we can advise you further.

### Image Bank

The BRAC image bank can be accessed from [gallery.brac.net](http://gallery.brac.net). After choosing your image, send request to [gallery@brac.net](mailto:gallery@brac.net) with chosen image file name.

# Identity Application

## Instructions for printing on BRAC letterhead sheets (pre-printed pad)



40mm margin from top edge

Dear All,

Please adjust the following on your page setup option on your PC before printing.

**Font and Font Size**

a. For Bengali, always use font **SutonnyMJ** with a font size of 13 points

b. For English, always use font **Arial** with a font size of 11 points

Thanks.

40mm margin from left edge

20mm margin from right edge

35mm margin from bottom

BRAC International  
BRAC Centre  
Dhaka 1212  
Bangladesh  
T: +880 2 9881265  
F: +880 2 8823542  
E: name.n@brac.net  
W: www.brac.net  
Registered in  
The Netherlands  
Staring BRAC International  
Reg No 07328419

## Promotional Items

**Pen**



**Mug**



**T-shirt**



Polo Round Neck

**Notepad**



140  
215

## Single sided business card



Name Name Name  
Designation Designation

**BRAC**  
BRAC Centre T: +880 2 9881265 Ext 2105  
75 Mohakhali M: +88 01712 065849  
Dhaka 1212 E: name.n@brac.net  
Bangladesh W: www.brac.net

## Double sided business card

BRAC Centre T: +880 2 9881265 Ext 0000  
75 Mohakhali F: +880 2 8823542  
Dhaka 1212 M: +88 01700 000000  
Bangladesh E: name.n@brac.net  
W: www.brac.net



Name Name  
Senior Director  
Programme name Programme name

skypeid  
twitter.com/xxxxxx  
facebook.com/bracworld

## ID Card



Name Name Name

IMAGE

PIN: 000000

If found kindly return to  
**HRD BRAC**  
BRAC Centre T: +880 2 9881265  
75 Mohakhali +880 2 8824180  
Dhaka E: hrd@brac.net  
Bangladesh

Authorized Signature

0000149633 002 18561

## Brochure



Programme brochure



Component brochure

## Sign



ব্র্যাক আঞ্চলিক অফিস  
গাজীপুর সদর গাজীপুর



ব্র্যাক স্কুল  
হায়দরাবাদ মধ্য গাজীপুর সদর গাজীপুর  
সরকার অনুমোদিত



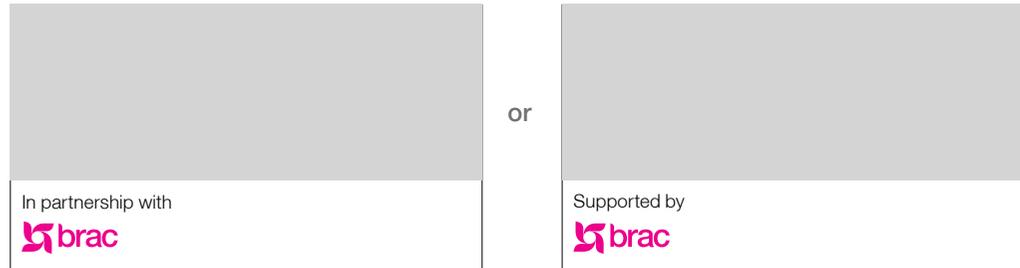
ব্র্যাক ট্রেনিং অ্যান্ড রিসোর্স সেন্টার  
ব্র্যাক আঞ্চলিক অফিস  
গাজীপুর সদর গাজীপুর

## Co-branding

When co-branding is used, it usually depends on the relationship we have with the relevant partner or donor. It will either be an initiative instigated by BRAC or one in which we will participate

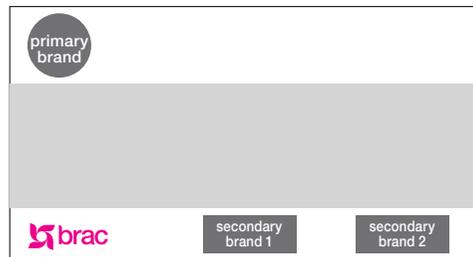
### Banners

#### 1. DESCRIPTOR



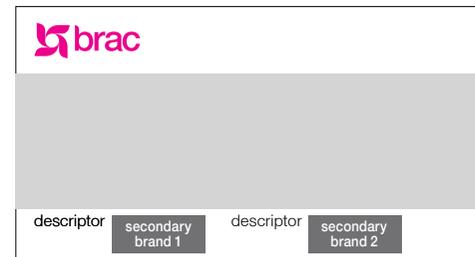
The following descriptors should be used in the context of the particular initiative:  
In partnership with (LOGO) or Supported by (LOGO)

#### 2. BRAC SUPPORTING A PARTNER'S INITIATIVE:



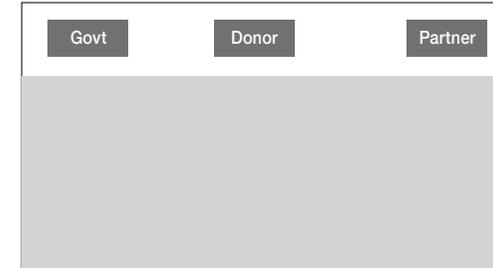
In the case where the partner/donor is the primary brand and BRAC is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary BRAC brand would be following (i.e. in terms of placement, it would be in the footer), with the specific descriptor. If there are multiple secondary brands, BRAC logo should, wherever possible, be placed extreme left. Equal weight to all logos should be given i.e. same length or size.

#### 3. BRAC INITIATIVE



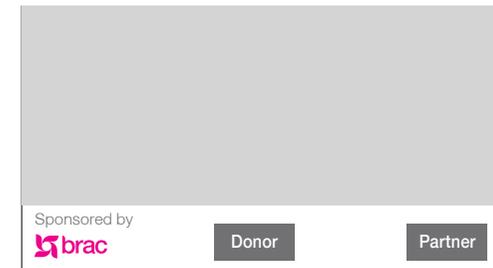
In the case where BRAC is the primary brand and donor/partner is the secondary brand, the primary brand would be leading (i.e. in terms of placement, it would be in the header), without any descriptor and the secondary brand would be following (i.e. in terms of placement, it would be in the footer), with the specific descriptor.

#### 4. HIERARCHY



Whether used on a panel area in the header or footer, if there are any logo hierarchy rules, then they should be adhered to, i.e. Government, then Donor, then Implementing Partner

#### 5. SPONSORSHIP



When BRAC sponsors an event or activity, the following descriptor should be used: Sponsored by (LOGO). In terms of placement, BRAC logo should, wherever possible, be placed extreme left, footer position.

#### 9. CO-ORGANIZING



When BRAC is co-organising an event or activity, the following descriptor should be used: Organised by (LOGO). In terms of placement, BRAC logo should, wherever possible, be placed extreme left (if there are more than one partners).

# TOP 7 things to remember

1. Always use correct logo artwork
2. Never modify or recreate the logo
3. Maintain proper exclusion zone while using logo
4. Always use BRAC fonts
5. Always use BRAC colour palette
6. Do not use country name or programme name next to the BRAC logo
7. When in doubt, ask branding team

Unfortunately, these rules are not flexible

If you want a copy of our Brand Guidelines, if you are designing communication materials related to BRAC or if you have any other requirements, questions, comments or feedback, please contact us directly at:

[branding@brac.net](mailto:branding@brac.net)